

COLLABORATION



KNOW YOUR PARTNERS

RECOGNISE POSSIBLE COLLABORATIONS FOR A PROJECT, ANALYSE STRENGTHS AND WEAKNESSES OF EACH PARTNERSHIP

The goal is to cultivate business collaboration skills by recognising possible partnerships for a project and by analysing the strengths and weaknesses of each collaboration.

Advice: Before starting the activity, participants should write a brief description and create a list of their services of their business idea or proposed enterprise, for example, they can use an idea developed in other toolkit activities such as 'What If...?'.

Instructions

- Duration of the activity is 40-60 minutes. Use the template table (printed or online) to list and evaluate business partnerships, alone, then sharing ideas in groups.
- First, work alone and complete the template table of Annex 1 for creating a list of possible collaborations (10 minutes). Evaluate them using the 3 criteria provided.
- Continue working with the template table by ranking them as Potential Partners, Potential Minor Partners, Strategic Alliances or of no interest (10 minutes).
 - **POTENTIAL PARTNERS:** Circle the organizations that meet all three criteria and create for them a Case for Partnership. This document has ideas such as: better serving clients through working together or expanded visibility to donors due to association with your organization.
 - **POTENTIAL MINOR PARTNERS:** For the organizations that didn't meet one or more criteria, you could still think about a less intense form of partnership.
 - **STRATEGIC ALLIANCES:** You should also consider developing strategic alliances with corporations and businesses that either work with some of the same clients or have other reasons to be interested in the work you do.
- Create small groups and share the ideas (20 minutes).



Reflection in the learning community: Making partnerships work requires ‘boundary spanners’, persons with connections in each of the organisations involved. In turn, this requires pro-active communication and the development of trust. How can these things be facilitated?

Tips for facilitators

- Depending on the participants’ interests, you may need to provide examples of possible partners, e.g businesses or social enterprises in the local area.
- This could also be brainstormed with participants.
- If there is time, participants could engage in role-playing of discussions between their own organisations and those of other participants.
- The Case for Partnership document is an important outcome and facilitators should guide participants regarding its presentation and content, depending on their level of experience.

Annex 1: Template table to list your own services/products

Num	Services or products

Annex 2: Template table to list and evaluate partnerships (You can link it with your services or products)

Num Ser/Pro	Companies and organizations to partner with	Evaluation Criteria					
		1		2		3	
		Y	N	Y	N	Y	N

Evaluation Criteria

1. Offers services that could enhance your current offer? (Y/N)
2. Has a mission and vision compatible with yours? (Y/N)
3. Stands to benefit from a partnership with you (e.g. would your offer complement theirs)? (Y/N)

